

100

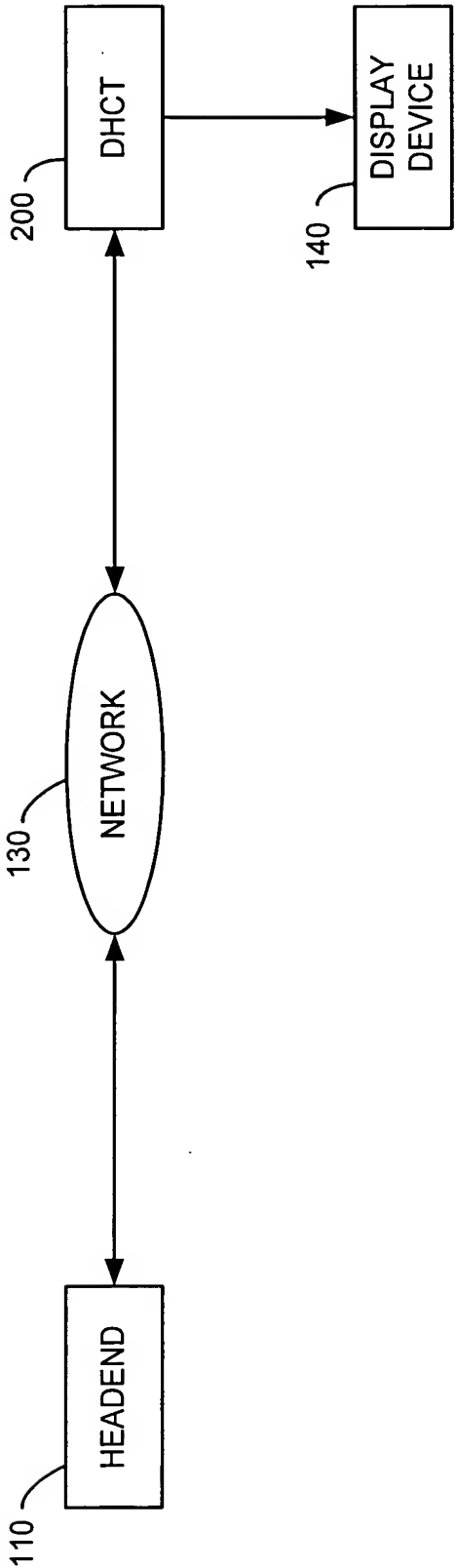


FIG. 1

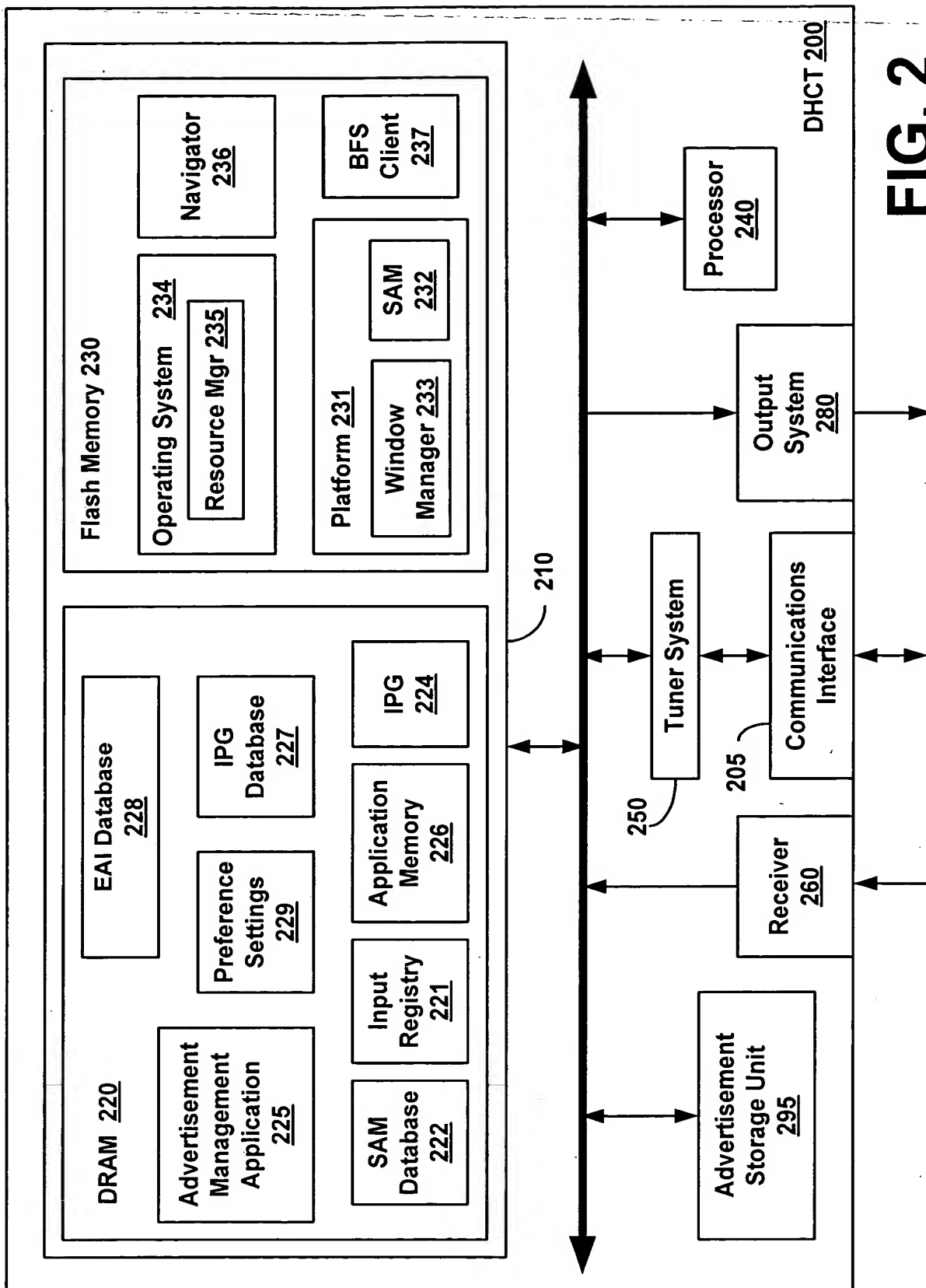


FIG. 2



400

ADVERTISEMENT SELECTION

Types of Product and Services

◀

SEL

▶

402

Clothes

Food

Restaurants

Hotels

Airlines

Soft Drinks

Cars & Trucks

Stores

Beer

TV Programs

Movies

Electronics

Toys

401

▶▶

Cars & Trucks

Food

403

△ A

Continue

B

Back

C

Cancel

FIG. 4

500

## ADVERTISEMENT SELECTION

Type of Vehicle

SUV
Pick-Up
Minivan
Luxury
Economy
Sports
Family



502

501



Luxury
Sports

503



Continue

B

Back

C

Cancel

FIG. 5

600

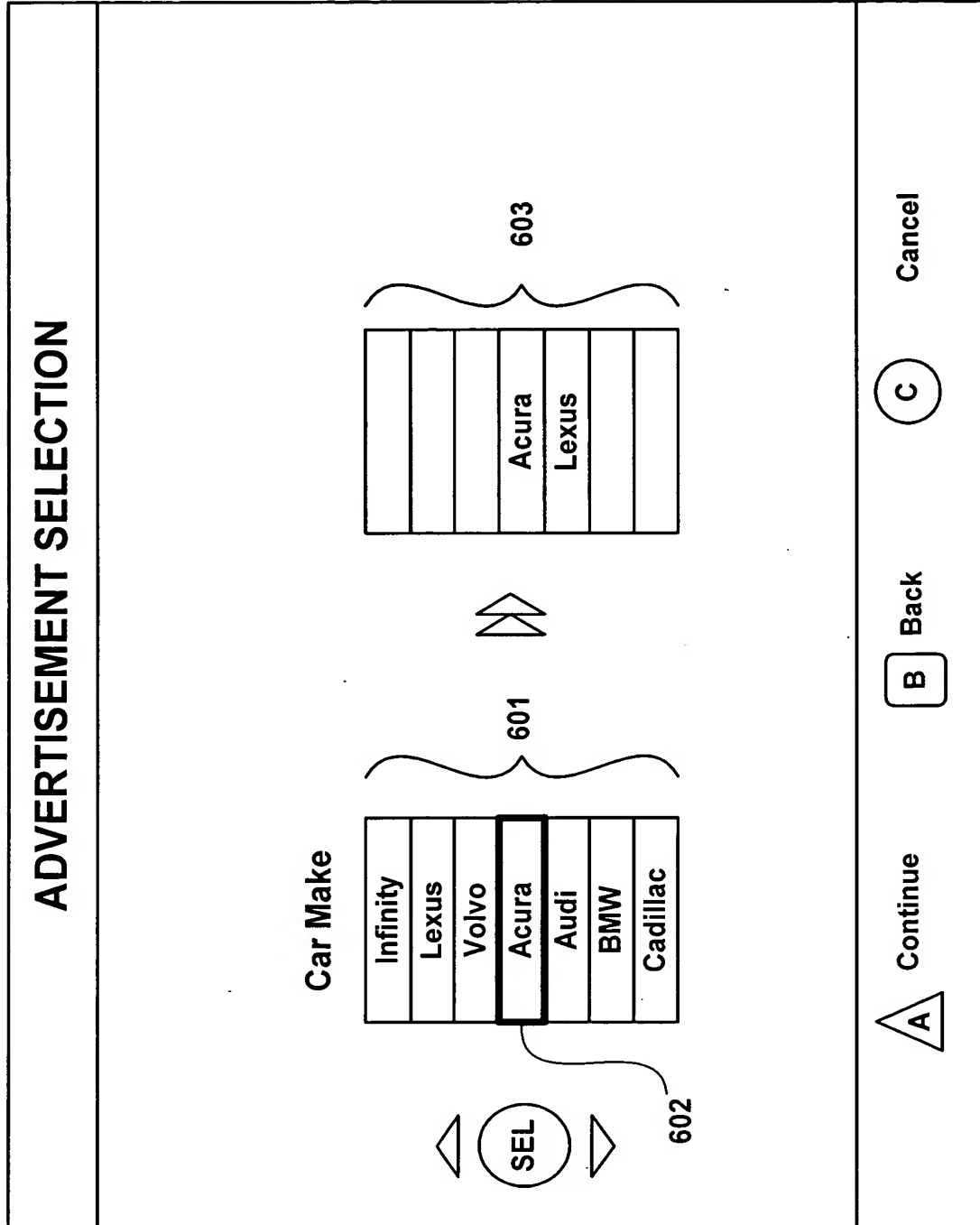


FIG. 6

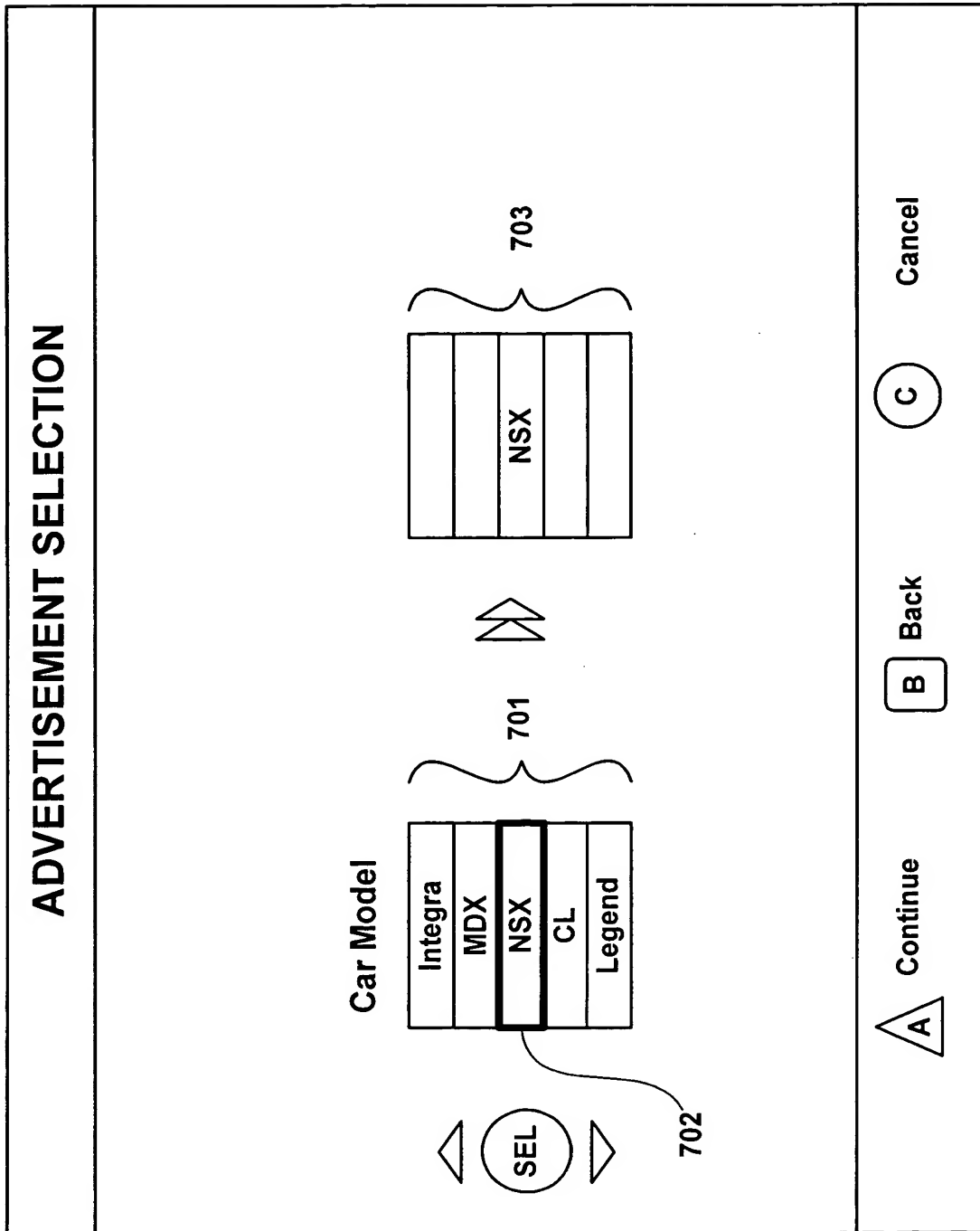


FIG. 7

ADVERTISEMENT SELECTION

800

◀

SEL

▶

Hertz Car Rental

Coca-Cola

Pepsi

Lee Jeans

Visa Credit Card

**Bud Lite**

McDonald's

Holiday Inn Express

Nissan Maxima

MGM Movies

Dell Computers

801

FIG. 8



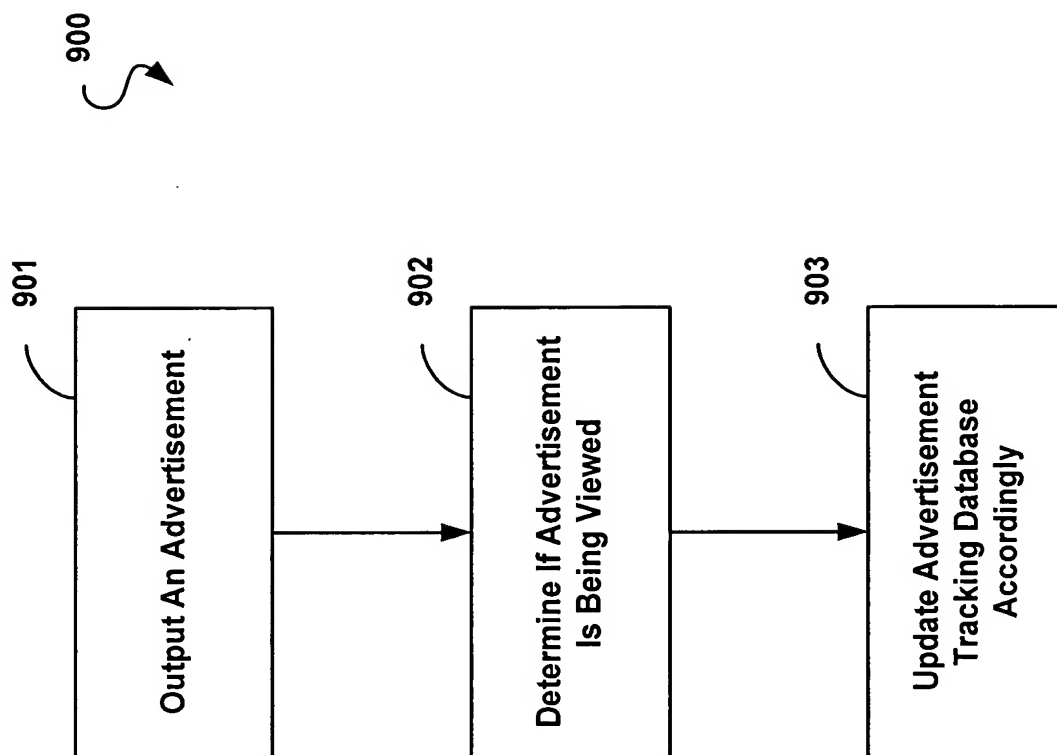


FIG. 9

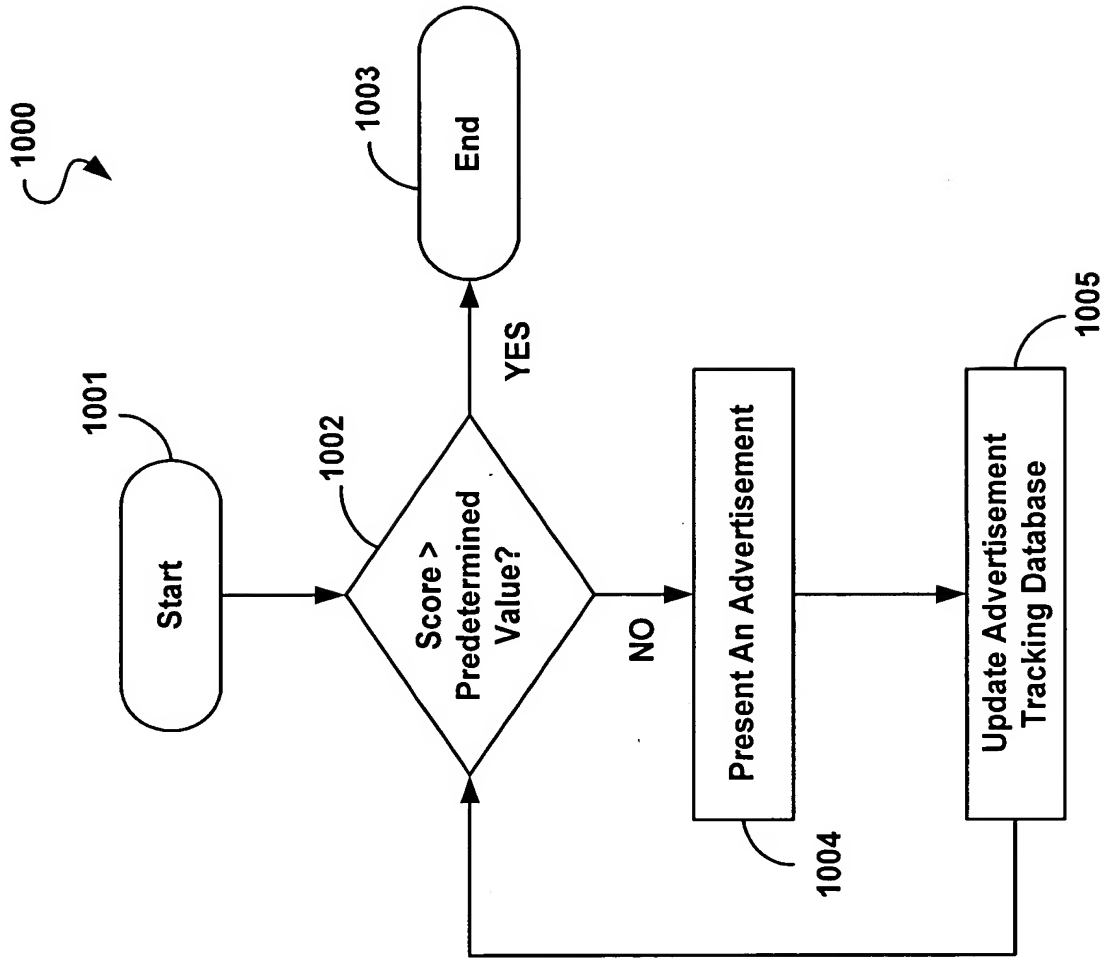


FIG. 10

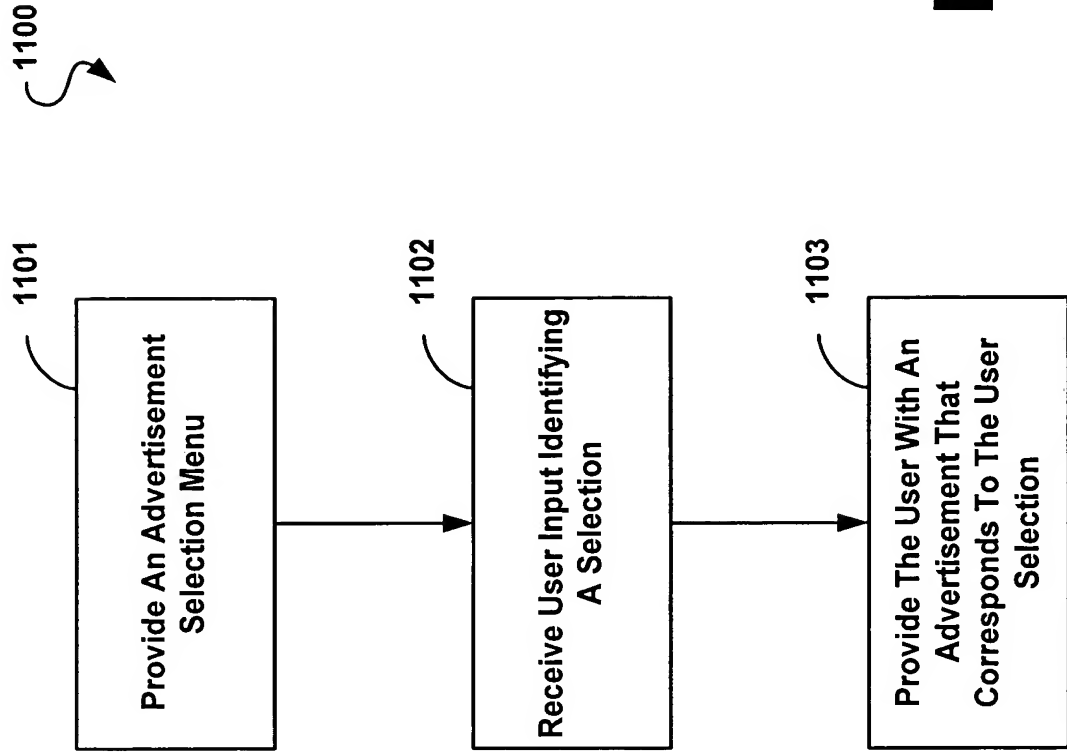


FIG. 11